

**Preventive Social programs** create stronger communities.

**Stronger communities** work together.

**Valuable volunteers** support social programs and stronger communities.



8,226 people served in-person by ten programs in seven agencies.

11,851 people served through telephone consultations with six programs in three agencies.\*

4,093 people served through email and web-based service consultations with six programs in three agencies.\*

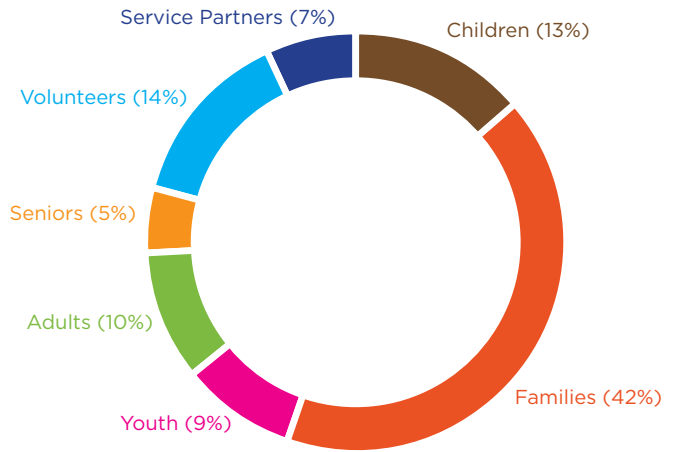
*\* In this context, it is important to note that children were coded with families as parents were typically the callers and/or email generators.*



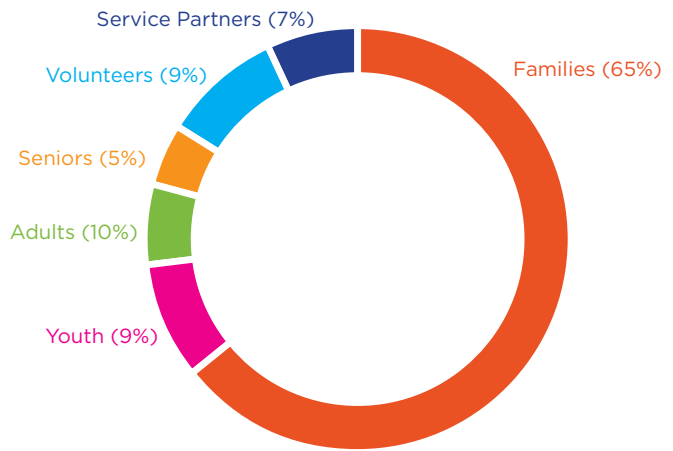
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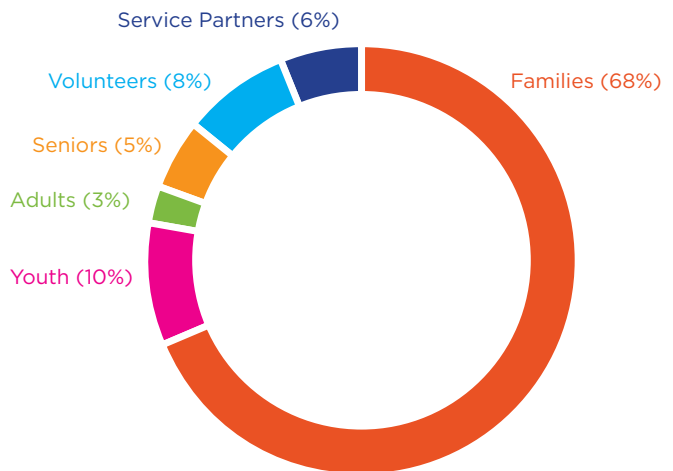
### In-person Consultations



### Telephone Consultations



### Email Consultations



Airdrie FCSS collects information about the number of unique persons who have accessed services from FCSS funded programs. When service is provided to a family unit, all family members who experienced a direct measurable impact are counted as unique persons. It is important to note that a unique person may be counted multiple times if he/she has accessed several FCSS funded programs.

## On behalf of City Council

we are delighted to share the 2010 Social Community Report with you. In 2010, we invested \$283,790 from the City of Airdrie and \$688,602 from the Province's Family and Community Support Services (FCSS) funds in ten preventive social programs designed to strengthen our community's social fabric.

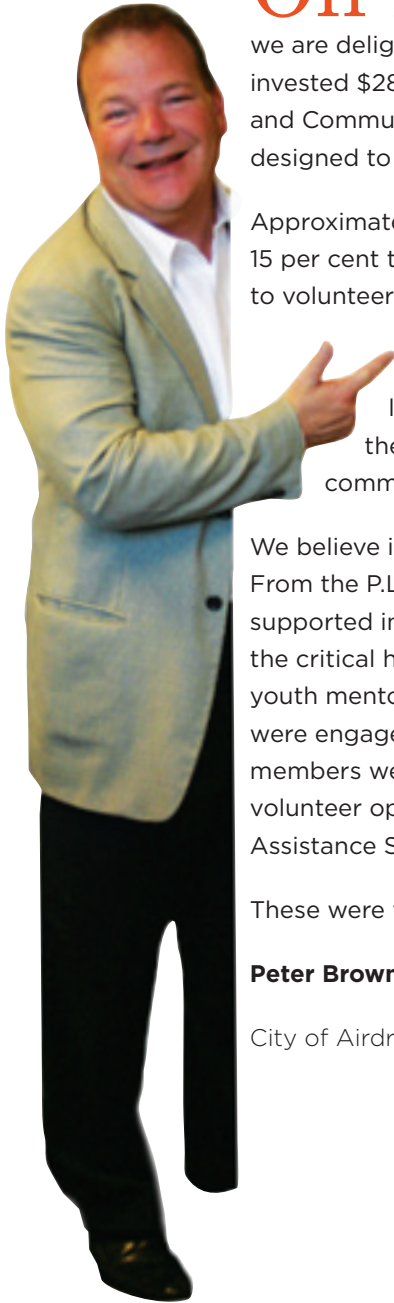
Approximately 40 per cent of FCSS funds were allocated to children and youth, 15 per cent to families, 9 per cent to adults, 9 per cent to seniors and 27 per cent to volunteer programs. From supporting families and children in becoming more resistant to crisis, to helping seniors have a voice, we allocated FCSS funding in a way that strengthened inner resourcing in people. I would like to thank all of the staff and volunteers of the City's FCSS funded programs for their hard work in keeping our community safe and caring.

We believe in providing opportunities for our residents to engage in our community. From the P.L.A.Y. program to the Daddy 'N Me program, 2,456 families were supported in becoming more resilient members of our community. Youth, through the critical hours program offered by Boys and Girls Club of Airdrie to the mPower youth mentoring program offered by Big Brothers Big Sisters of Airdrie and Area were engaged in various leadership and self-esteem building activities. Community members were provided with opportunities to share their skills and talents in various volunteer opportunities offered by the Airdrie food Bank, Airdrie and District Victim Assistance Society, Community Links, Meals On wheels and Volunteer Airdrie.

These were very exciting times and we look forward to 2011 with great optimism.

**Peter Brown, Mayor**

City of Airdrie



“ One of the girls was swinging upside down on the spider climbing equipment in the school playground, she looked at me and said, ‘Jenni, I’m hanging upside down so that all the good ideas I have in my feet can go to my head!’ ”

**Child, Boys and Girls Club of Airdrie**



“ “Jake” who continues to be mentored by his Big Brother for over two years said, ‘My mentor is awesome. I have more confidence now; he has helped me be proud of myself.’ ”

**Jake (Grade 9), mPower Mentoring Youth, Big Brothers Big Sisters of Calgary and Area Child, Boys and Girls Club of Airdrie**



# I am pleased to share

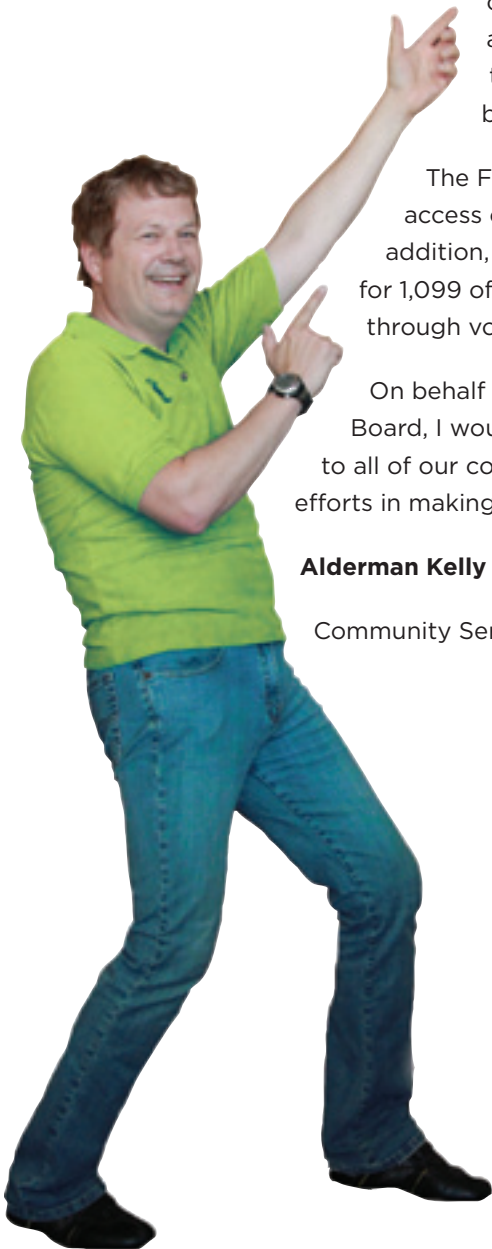
with you the 2010 Annual Community Social Report. Every year, I am continually astounded by the programs and services provided by the City's community partners. Each year, the Community Services Advisory Board (CSAB) reviews FCSS funding applications from community social service agencies. Although not always an easy task to determine where to allocate funds, in 2010 the CSAB distributed \$664,434 to various prevention-based community programs.

The FCSS funds enabled 8,226 individuals and families to access community support professionals and programs. In addition, FCSS funds were leveraged to provide opportunities for 1,099 of our residents to be actively involved in our community through volunteerism.

On behalf of the members of the Community Services Advisory Board, I would like to extend my deepest appreciation and gratitude to all of our community partners and volunteers for their continued efforts in making our city a place for community and opportunity.

**Alderman Kelly Hegg**, Chair

Community Services Advisory Board



**Preventive social programs**, where people gain new skills and knowledge along the way, create stronger communities. The City of Airdrie Family and Community Support Services provides funding for ten programs by seven organizations focused on children, youth, families, seniors and volunteers in our community.

**Stronger communities** work together to prevent social problems and provide opportunities for children, youth, families, adults and seniors to fully participate in the community. The City of Airdrie Youth Strategy provides opportunities to engage one-third of Airdrie's citizens who are under 24 years of age.

**Volunteers** make social programs and strong communities possible by giving their time and expertise to others. Volunteers benefit from learning new skills and recognition of their valuable contributions to our community. The City of Airdrie supports the volunteer component of several programs including Airdrie Meals on Wheels, Airdrie Food Bank, the Airdrie & District Victim Assistance Society and North Rocky View Community Links

“Through our team approach, individuals become part of a group that works together regularly, connecting with other group members and building valuable relationships. Our corporate volunteering program encourages business groups to help out in their community and feel connected to others. Our volunteer programs foster a spirit of connectedness to co-workers and their community.”

**Volunteer Coordinator, Airdrie Food Bank**

**Children, youth, adults** and families learned how to build strong social support networks and advocate for themselves through Group Counselling Programs in partnership with North Rocky View Community Links.

By participating in life-skill building activities and volunteerism, Airdrie youth honed their leadership skills in the Youth Leadership and Critical Hours Care Program run by the Airdrie Boys and Girls Club. Youth also participated in the mPower Youth Mentoring Program run by Big Brothers Big Sisters of Airdrie and Area.

Parents strengthened their parenting skills and learned how to support the early childhood development (children ages 0-6) through the Family Resource Program run by North Rocky View Community Links.

Adults learned new skills in budgeting classes and worked on improving social behaviours and relationships in specific topic classes through the Group Counselling Programs in partnership with North Rocky View Community Links.

“ I like knowing that I’m not the only parent whose children fight. ”  
**Parent, Managing Sibling Relationships, North Rocky View Community Links**



Improved personal life skills:

|                 |            |
|-----------------|------------|
| Children        | 83%        |
| Youth           | 88%        |
| <b>Families</b> | <b>96%</b> |
| Adults          | 82%        |
| Seniors         | 68%        |

Positive behaviour (reduce social isolation/social inclusion, community participation, volunteerism):

|              |            |
|--------------|------------|
| <b>Youth</b> | <b>88%</b> |
| Seniors      | 64%        |
| Volunteers   | 86%        |

Improved interpersonal life skills:

|                 |            |
|-----------------|------------|
| <b>Children</b> | <b>91%</b> |
| Youth           | 90%        |
| Families        | 87%        |
| Adults          | 74%        |

Increased knowledge base (parenting, child development, social/issues awareness):

|              |            |
|--------------|------------|
| Children     | 83%        |
| <b>Youth</b> | <b>98%</b> |
| Families     | 90%        |
| Adults       | 87%        |
| Seniors      | 59%        |
| Volunteers   | 76%        |

# Youth engaging

with the community which results in lasting relationships, is a focus of the City of Airdrie Youth Strategy. The strategy looks at what is currently offered in the city and how it can be adapted to ensure youth are engaged and empowered. It is an example of preventive social services at its best.

The Hyjinx Youth Council, formed in 2005, is a group of expressive young Airdrie citizens who seek to empower youth in Airdrie and act to bridge the communication gap between youth and the community. They volunteer time and energy to make Airdrie a better place through planning and running events, fundraising for local causes, and taking a leadership role in ongoing youth issues.

In 2010 the group had significant involvement in the AirdrieONE project. During the municipal election Hyjinx hosted its second Municipal Election Youth Forum. The event was very well attended, and young people were able to ask questions on topics such as school shortages, municipal growth, environmental issues, and a youth curfew.

Each year the Hyjinx Youth Council holds a winter fundraiser, called Silent Night, to raise money for local agencies. In 2010 they raised over \$500 for the Airdrie Meals on Wheels Society. Hyjinx also raised over \$1,000 for the Canadian Cancer Society through its participation in the annual Relay for Life.



**Seniors attend** the drop-in Airdrie Seniors Outreach Program (ASOP), hosted by North Rocky View Community Links to learn more about available services. The Airdrie Senior Outreach program coordinator assesses seniors' needs, helps them to apply for benefits and services and identifies gaps in seniors' services.

In 2010, 873 seniors participated in various initiatives provided by ASOP. Of those served, ASOP connected 1,695 times with those individuals

In total, 723 seniors learned vital information about seniors support through presentations and events at the Over 50 Club.

“ Jean talked with the coordinator about her financial issues. The coordinator worked with Jean and her family to apply for government benefits that increased Jean's income, enabled her to get new glasses, a lifeline alert, Meals on Wheels and medication reimbursement. Through this work, Jean's family became aware of her situation and worked together to support Jean's desire to live independently. ”

**Senior's Outreach Program  
North Rocky View Community Links**



# Volunteers are connected

with a variety of opportunities through the Volunteer, Information and Referral Program at North Rocky View Community Links.

Local not-for-profit organizations benefit from Volunteer Airdrie's volunteer development, recognition and matching programs.

Airdrie FCSS funds the volunteer component of several programs including Airdrie Meals on Wheels, Airdrie Food Bank and the Airdrie & District Victim Assistance Society.

- Volunteers deliver meals for Airdrie Meals on Wheels and provide social interaction as they visit with the recipients.
- Volunteers work at the Airdrie Food Bank to provide emergency food hampers and network with other agencies to give families and individuals much needed support during times of crisis.
- Volunteer Victim Advocates with the Airdrie & District Victim Assistance Society provide support, information and referral services to help victims and their families cope with the impact of crime or tragedy.

## 2010 Volunteers of the Year Awards

**Kirsten Dyck** received the Leader of Tomorrow award for being a young person who demonstrated leadership in Airdrie through her volunteer involvement.

**Pat Cashion, Vitreous Glass Inc.** received the Ambassador award as a business making an outstanding contribution in promoting Airdrie as a place for community and opportunity through volunteerism and philanthropy.

**Murray Buchanan** received the Soul of Airdrie award for making an outstanding contribution as a volunteer in the fields of athletics, social and community services and governance. Murray demonstrates a passion for helping others become resilient contributing members of the community.

**Airdrie Lioness Club** received the Volunteer Advocate award as a community group demonstrating community leadership by engaging citizens through volunteerism.

## Volunteer Return on Investment

Using the 2009 Alberta Occupational Profile average hourly rate, the 2010 value of volunteer labour is close to \$900,000.



| Volunteer Positions                  | Functions (equivalent)     | Rates   | Hours            | Value               |
|--------------------------------------|----------------------------|---------|------------------|---------------------|
| Board of directors/committees        | Management consultant      | \$45.83 | 3,720.25         | \$170,499.06        |
| Breakfast servers                    | Food & beverage server     | \$9.55  | 360.00           | \$3,438.00          |
| Community events (group volunteers)  | Park maintenance           | \$15.94 | 1,642.00         | \$26,173.48         |
| Counsellors in training              | Community worker           | \$18.91 | 5,489.00         | \$103,796.99        |
| Court support advocates              | Paralegal                  | \$25.35 | 531.00           | \$13,460.85         |
| Crafting activities/interior design  | Artisan/craftsperson       | \$22.49 | 570.00           | \$11,086.50         |
| Donation sorters/food hampers        | Housekeeping/cleaner       | \$13.00 | 3,385.75         | \$44,014.75         |
| General maintenance, repairs         | General carpenter/labourer | \$20.41 | 192.00           | \$3,918.72          |
| Group facilitators                   | Facilitator                | \$18.91 | 52.75            | \$997.50            |
| Income tax preparation               | Accounting technician      | \$20.76 | 237.50           | \$4,930.50          |
| mPower adult mentors                 | Registered social worker   | \$29.69 | 622.00           | \$18,467.18         |
| Newsletter writers                   | Public relations           | \$27.40 | 94.50            | \$2,589.30          |
| Professional development             | Management consultant      | \$45.83 | 171.00           | \$7,836.93          |
| Program assistants                   | Education assistant        | \$15.99 | 5,346.25         | \$85,486.54         |
| Seniors supports                     | In-home support            | \$16.92 | 284.50           | \$4,813.74          |
| Seniors/special needs transportation | Driver                     | \$13.64 | 2,531.50         | \$34,529.66         |
| Special events assistants            | Event planner              | \$23.79 | 3,545.50         | \$84,347.45         |
| Student leaders                      | Early childhood educator   | \$13.86 | 288.00           | \$3,991.68          |
| Teen mentoring children              | Community worker           | \$18.91 | 5,286.00         | \$99,958.26         |
| Victim advocates                     | Mediator                   | \$38.87 | 4,361.00         | \$169,512.07        |
| Web developers                       | Graphic designer           | \$23.28 | 120.00           | \$2,793.60          |
|                                      |                            |         | <b>38,830.50</b> | <b>\$896,642.75</b> |

# Partner organizations

receive funds from Family and Community Support Services to provide ten preventative social programs for children, youth, families, seniors and volunteers in our community. These organizations include Airdrie & District Victim Assistance Society, Airdrie Food Bank, Airdrie Meals on Wheels, Big Brothers Big Sisters of Calgary and Area, Boys and Girls Club of Airdrie, North Rocky View Community Links and Volunteer Airdrie.

1. **Airdrie & District Victim Assistance Society (ADVAS)** is a non-profit, volunteer-based organization that provides 24 hour crisis response and support to victims of crime and/or tragedy through the RCMP. Supported and operated within the Airdrie RCMP Detachment, ADVAS assists individuals within the Airdrie and Beiseker Detachments and surrounding districts.
2. **Airdrie Food Bank** provides short-term emergency food hampers to families in crisis. They also operate a referral system, and network with other agencies to give individuals and families the support they require in times of crisis.
3. **Airdrie Meals on Wheels** is a 100 per cent volunteer-based organization that provides nourishing meals on a regular basis for people who live independently in the community.
4. **Big Brothers Big Sisters of Calgary and Area** is an incorporated non-profit registered charity that impacts the lives of young people and volunteers through the power of mentoring.
5. **Boys and Girls Club of Airdrie** is a non-profit charitable organization that provides high quality affordable programs and services that are accessible to all children, youth and families of Airdrie and surrounding areas.
6. **North Rocky View Community Links** is a non-profit, charitable organization that provides support and services to individuals and families in Airdrie and surrounding areas, North Rocky View Region.
7. **Volunteer Airdrie** promotes life-long volunteerism, raises awareness of the power of service, educates and informs people about opportunities to serve through volunteerism. And, they build capacity for effective local volunteering through resources and training in volunteer management, provide leadership and facilitate action on issues relating to volunteerism.



Children, youth, families, adults, seniors and volunteers who participated in Airdrie FCSS funded programs told us how their participation made a difference in their lives.

**82%**

reported they are more independent, have stronger coping skills and have become more resistant to crisis. (Sample size 2,394/2,929)

**87%**

reported feeling they are making a difference in their community through their active participation. (Sample size 1,055/1,208)

**94%**

reported they have a greater understanding of the importance of taking ownership of their issues and building on them to define their future. (Sample size 1,146/1,217)

**79%**

reported they have developed interpersonal and group skills which in turn help them create and maintain their relationships with others. (Sample size 2,026/2,576)

**70%**

reported they have greater awareness of social needs. (Sample size 1,151/1,639)



# Funding for preventive

social programs in Alberta is provided through a partnership between the Province and the City. For each dollar from the province, the City of Airdrie is required to contribute 25 cents. The City can choose to top-up its portion with extra funds. In 2010, the City contributed an additional 15 cents for every provincial dollar.

## Revenue

\$688,602

(Province of Alberta)

172,000

City of Airdrie minimum required contribution

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\$860,602

+ 111,790

City of Airdrie extra funding in 2010

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\$972,392

invested in preventative social programs in Airdrie





|  |  |           |
|--|--|-----------|
| Airdrie & District Victim Assistance Society | Volunteer Victim Advocates                       | \$50,000  |
| Airdrie Food Bank                            | Hampter Volunteers                               | \$30,000  |
| Airdrie Meals on Wheels                      | Volunteers deliver meals                         | \$9,350   |
| Big Brothers Big Sisters of Airdrie and Area | mPower Youth Mentoring Program                   | \$19,651  |
| Boys and Girls Club of Airdrie               | Youth Leadership and Critical Hours Care Program | \$123,000 |
| North Rocky View Community Links             | Airdrie Seniors Outreach Program                 | \$50,000  |
|  | Family Resource Program                          | \$112,500 |
|  | Group Counselling Programs                       | \$160,600 |
|  | Volunteer, Information and Referral Program      | \$78,333  |
| Volunteer Airdrie                            | Volunteers and community groups                  | \$31,000  |

Seven agencies, ten preventive social programs = \$664,434

**REVENUES**

**2010**

|                                |                  |
|--------------------------------|------------------|
| Province's contribution        | \$688,602        |
| City of Airdrie's contribution | \$283,790        |
| <b>TOTAL</b>                   | <b>\$972,392</b> |

**EXPENSES**

**2010**

**SOCIAL PLANNING SERVICES**

|                                 |                  |
|---------------------------------|------------------|
| City staff managing FCSS        | \$239,886        |
| Resources needed to manage FCSS | \$8,111          |
| Items used to manage FCSS       | \$3,392          |
| Technology and rent             | \$36,960         |
| <b>Sub-Total</b>                | <b>\$288,349</b> |

**PROGRAMS DELIVERED BY THE CITY**

|                      |                 |
|----------------------|-----------------|
| Community Engagement | \$10,000        |
| Volunteer Week       | \$6,763         |
| Youth Council/Hyjinx | \$2,846         |
| <b>Sub-Total</b>     | <b>\$19,609</b> |

**PROGRAMS DELIVERED BY COMMUNITY PARTNERS**

|                                       |                  |
|---------------------------------------|------------------|
| Services for Children and Youth       | \$262,307        |
| Services for Families                 | \$101,545        |
| Services for Adults                   | \$56,481         |
| Services for Seniors                  | \$66,204         |
| Community Engagement and Volunteerism | \$177,897        |
| <b>Sub-Total</b>                      | <b>\$664,434</b> |

**TOTAL PROGRAM COST \$972,392**

“ The Budgeting Basics class taught a dozen adults how to budget, pay bills on time and still have money left over for fun. Participants said, ‘Very informative, interesting and great for open discussion; should have had this years ago and time well spent!’ ”

Information and Referral Program  
North Rocky View Community Links





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